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ABSTRACT

This book explores how librarians can work to strengthen and improve the quality of service to young adults. The introduction is written by Mary Kay Chelton, whose dissertation, "Adult-Adolescent Service Encounters: The Library Context" (1997), inspired this book. The book has 12 chapters. Chapter 1 introduces the provision of best young adult customer service practices in the school library setting. Chapter 2 posits the ideal school library media center against the reality of the competing demands faced in the actual day-to-day delivery of service. Chapter 3 provides strategies for training support staff that play a vital role in delivering good customer service. Chapter 4 examines how new policies often affect service to students and the special circumstances surrounding the delivery of equitable services to special student populations. Chapter 5 provides means and strategies for evaluation of customer service, suggesting ways in which business may provide appropriate models for comparison or how, in other cases, business models may be less than ideal. Chapter 6 explores aspects of developmental, social, and institutional concerns that impact the delivery of exemplary customer service to teens in public libraries. Chapter 7 describes how libraries can create "raving fans" out of teen customers and why it is so critically important that they do so. Chapter 8 emphasizes how the Internet, coupled with other changes in society, requires new approaches in marketing. Chapters 9 and 10 cover strategies for improving customer service through reference service and at the information desk. Chapter 10 provides an up-to-date overview of the magazines with special appeal to young adults, including descriptions for more than 60 magazines, as well as a discussion of other types of periodicals and serials popular among young adults. Chapter 11 shows how to create a customer service model for young adults via the research pathfinder that utilizes the power and flexibility of the World Wide Web to integrate important technology skills in both school and public libraries. Chapter 12 sums up the intent of improving young adult customer service through the theme, "Kids Who Read, Succeed." (Includes an index.) (AEF)

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